

Store Alert Report

Advocates Limiting Exposure to Retail Tobacco



1 in 3 kids try tobacco because of the advertisements they routinely see.



Tobacco advertisements are more influential than peer pressure.



Tobacco companies spend over \$323 million every year on marketing in Virginia.

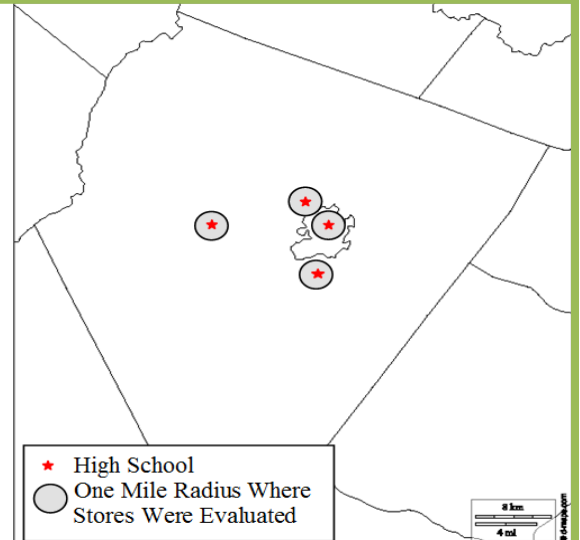


90% of smokers start before the age of 18 and become addicted to nicotine for life.

Store Alert evaluates the **types, amounts, and locations** of tobacco advertisements in retail outlets, such as gas stations and convenient stores.

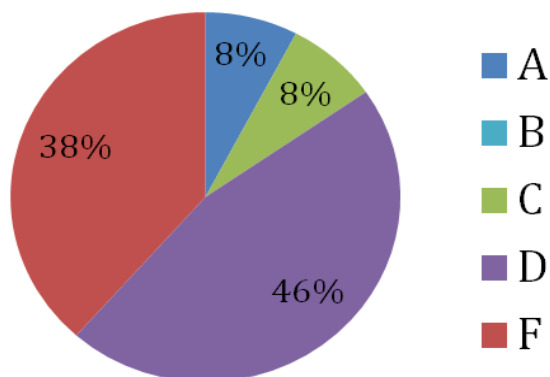
Local high school students used the Store Alert Program's Report Card to assess the prevalence of tobacco advertisements in our community, specifically at retail outlets near the high schools where students are in a high-risk age group for experimenting with tobacco.

Students surveyed 13 stores within one mile of Albemarle, Charlottesville, Monticello, and Western Albemarle High Schools (see map at right).



RESULTS

STORE GRADES (13 total)



GRADING SCALE

A - B (1 Store):

Discreet level of advertising and/or advertisements only where tobacco is sold

C (1 Store):

Moderate level of advertising and/or advertisements are located sporadically throughout the store

D - F (11 Stores):

"In your face" level of advertising and/or advertisements are everywhere inside the store

Examples of Grading Characteristics:

- "Functional objects" - Items with a tobacco brand name or logo that have a purpose in addition to advertising the product. Such as signs that state store hours, pull/push signs, trashcans, clocks, etc.
- Tobacco advertisements at child's eye level (3 feet and below)
- Illuminated signs with tobacco brands
- Tobacco products placed within 12" of candy or toys

NEXT STEPS

- Raise awareness about the prevalence and dangers of tobacco advertisements in our community to help prevent youth tobacco use
- Educate merchants on the laws and regulations about the sale to minors
- Share results with Charlottesville City and Albemarle County officials, School Health Advisory Boards, and other community organizations
- Contact Kathryn Whitestone, Tobacco-Free Health Educator at 434-972-6244 or kathryn.whitestone@vdh.virginia.gov to get involved

